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We Must Reach More People

P. O. DAVIS, Director, Alabama Extension Service

■ We who are engaged in extension work in Alabama have concluded that our No. 1 job is to make our work more effective for more people. To accomplish this objective, we must do a bigger and better job of teaching and inspiring more people into action. Instead of being satisfied with individuals here and there who are extension disciples, we are planning and projecting our extension program to influence the majority of people in each community of each county in Alabama to adopt improved practices.

We believe that through the development of rural leadership we can reach all the rural people in the State. However, we know that to accomplish this goal commands the very best teaching methods at our disposal and the employment of the very best extension workers. We believe that as teachers we have not only to teach but that we have to inspire people, young and old, into intelligent action.

We have surveyed the field and found that in far too many instances we have influenced improvement upon too small a percentage of the people. We have concluded that we have been either somewhat deficient in presenting facts or, to an extent, unimpressive as teachers. Regardless of what the exact deficiency may be, we know that results have not been adequate for our satisfaction and for the needs of the people.

As the initial step, we have set ourselves to the task of making an extension program which means most in value to the farm people of Alabama, keeping in mind that it must be explicit and that it must approach the farm, the home, and the family as a unit. This program is not complete, but it is well on the way on a county basis. Obviously, it, too, must be changed and improved as experience reveals its deficiencies.

Upon this program we are coordinating all of the agencies engaged in educational or related work among rural people. In this way all are working together on the same job and for the same objectives.

We have equipped each county office with an addressing machine and stencils so that both big and little mailing lists can be maintained and used for effective contact through the mails. The average county has 8,000 of these stencils.

A more recent addition to each county office is that of a combination film-strip and stereopticon machine so that each county worker may combine vision with sound in presenting facts at meetings.

For greater mass attack, we are arranging and presenting, either in person or by syndicate or by transcription, special broadcasts 6 days of each week over most of the radio stations in Alabama.

We have excellent working relations with the daily and weekly press of the State and with farm and home magazines. They are liberal in carrying our messages.

A new feature is a monthly magazine insert for weekly newspapers under the name of This Month in Rural Alabama. It is an 8-page tabloid publication which is made a part of the 97 weekly newspapers now carrying it. With well over 100,000 circulation, it is the most widely circulated publication in Alabama.

Another publication with a circulation of 60,000 goes monthly to the 4-H Club boys and girls. We also make rather extensive use of bulletins.

We have just prepared and printed for all agricultural workers in Alabama a handbook of agricultural information. It is their agricultural bible; and it is to be revised annually to keep it up to date.

We are placing much more emphasis upon community or group action than upon individual action. Instead of having only a few individuals in each community influenced by extension teaching we are determined to have a majority in each community of each county in the State.

To do this, each county worker must have trained volunteer leaders in each community. Through these leaders extension agents are expected to reach effectively the entire county.

A big job is ahead of us, of course. In fact, it is enormous. When we divide the number of rural people in Alabama by the total number of extension workers in the State, we get a figure of approximately 5,000. A college or university with an enrollment of 5,000 would have 200 to 300 teachers plus a number of clerical and laboratory assistants.

And all of these college students must meet their teachers in groups. But one extension worker is expected first to make contact with and then teach and influence this large number. His range of instruction is not narrow, as is frequently true in classrooms. Instead, he must cover most of the subjects and problems with which rural people are confronted in their homes, on their farms, and in their markets. In fact, the extension worker must be an authority in many fields of knowledge and an able organizer as well, radiating inspiration that causes information to become application.

Human beings, we are reminded by historians, have improved as they gained and applied knowledge. Bit by bit, information has accumulated through experience, by research, and otherwise. As it spread and was applied, it enriched human thinking and human living. This, of course, is the basic principle underlying extension work in agriculture and home economics.

The commission received by early extension workers provided, in the main, that they select men and women to conduct demonstrations in improved practices of different kinds for the purpose of informing and influencing their neighbors and others.

This procedure, of course, was wise, and its objectives were sound. Experience has proved the wisdom of the demonstration method in extension teaching; but it has also revealed the deficiencies of extension workers in spreading demonstration information to others, and in inspiring them to apply it.

Extension workers need to lead farm people into a study of all phases of all problems bearing on rural welfare. It is not enough that we teach only material things which influence rural life. The job of the extension teacher is to bring to the attention, through rural leadership, all problems of rural life and their solutions.

To accomplish the needed and that which is expected, each extension worker must think and act in terms of doing a big job in an effective way, which means that he or she must devote more time to group work and less time to individual work. It is upon this job that the extension worker of the future will rise or fall.

EXTENSION SERVICE REVIEW

For September 1939 • Lester A. Schlup, Editor

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

Helping Farm Families to Better Health

Rural health problems are an old story to extension workers. These pioneer health crusaders have been working away on the problems from many fronts, through better sanitation, better food, and better-informed people. The philosophy of better living for the farm family through a well-planned food supply has taken root. In a recent study made by the Bureau of Home Economics, farm families as a whole appear to be the best-fed population group in the country. The diet of 60 percent of the farm families studied met or exceeded average minimum requirements in every nutrient, whereas only 40 percent of the village families and in some sections of the country only 40 percent of the city families fared as well. Last year, some 219,000 families reported that they had planned, produced, and preserved their home food supply according to health needs. More than 407,000 families reported that they are serving better-balanced meals as a result of the extension program.

With the expansion of the national program for maternal and child welfare made possible by social security funds, State extension and health department staffs have worked together in getting over the idea of the importance of health and have urged the prevention of disease rather than the cure. The intensive nutrition-health campaign put on in Kent County, Del., by the Delaware Department of Health and Education and the Extension Service to combat a very high maternity and tuberculosis death rate in the county is a fine example of this work.

The preschool clinics in Maine are closely related to the extension nutrition program, Happy, Healthy, Growing Children, as a result of which 105 clinics were held last year with 2,300 children examined and 1,531 mothers interviewed. The cooperation of the Social Security Board has made possible the services of a physician and nurse at these clinics which the nutrition specialist or home demonstration agent attends to advise mothers regarding nutritional needs of children.

It took Nevada 15 years to realize its goal of having 75 percent of its children in good nutritional condition and less than 10 percent

in poor nutritional condition through "keep-growing" demonstrations in nutrition and health for school children. In addition to concentrated effort on the part of home demonstration workers, local leaders, health nurse, teachers, parents, and the children themselves, cooperators in this project included physicians, dentists, and organizations concerned with public welfare. From 800 children in 8 communities, when the demonstration was initiated in 1923, the project grew to include more than 2,800 children in 73 communities in 1937. The demonstration has been reorganized and will be continued, for, as Mary S. Buol, home demonstration leader, says: "Keep-growing demonstrations have carried over into the homes and have become a part of family living habits. As a result, young children are entering school today in much better condition than did their older brothers and sisters some 10 to 12 years ago.

So far-reaching has been Arkansas' live-at-home program that, according to a public health survey, pellagra has decreased in 3 years from 362 to 75 cases. In Lee County, where pellagra was most prevalent, this diet-deficiency disease has become completely eradicated due to this nutrition program. Last year, some 7,000 individuals reported following recommendations for corrective feeding advocated in the extension program.

Likewise, in Tennessee, the tuberculosis toll which has been unusually high, simply because of the ignorance of food values, has been reduced considerably by the programs on better-balanced diets.

As work with health agencies has increased, home demonstration club members have been an influential factor in persuading parents to take advantage of the service of the clinics and have provided transportation for mothers and children as well as assisting doctors and nurses in caring for clients.

Home demonstration clubs have taken a great deal of responsibility in promoting clinics for adults and children in Missouri where such excellent cooperation among extension agents, club members, school authorities, the State board of health, and local

health agencies exists. Last year some 20,000 individuals, most of them school children, were immunized and vaccinated against typhoid, diphtheria, and smallpox at a minimum cost. More than 600 clubs cooperated in health programs sponsored by the Social Security Board by having a nurse or physician talk on venereal diseases. Some 1,300 local leaders conducted 1,405 meetings and sponsored 389 clinics at which 12,519 children were examined. There were clinics at which children's eyes, teeth, and tonsils were examined; feeding clinics for preschool children; and clinics for crippled children.

When the New York Health Department launched a pneumonia-control campaign, they sought the assistance of the home bureau forces in 14 counties. Local leaders were trained by doctors and nurses to relay to rural communities a program which included: What pneumonia is and why it is a public health problem, the bedside care of pneumonia cases, and responsibility of the individual and the community toward pneumonia control.

At least 700 mothers in Vigo County, Ind., have a better understanding of tuberculosis after hearing the cause, prevention, and cure of the disease explained at home demonstration club meetings. The discussions were led by local doctors assisting in the county-wide drive against tuberculosis. Home demonstration clubs have pledged their help in eradicating this disease which has taken such a heavy toll in the county.

A cooperative dental clinic organized in Weber County, Utah, is open to rural families at a minimum cost. Following farm bureau meetings with public health authorities relative to the much-needed medical care of farm families, Home Demonstration Agent Hazel Bingham made a survey of rural sentiment on the subject, with the resulting organization of the Weber District Health Association which has successfully operated the dental clinic for more than a year.

These are just a few of the ways that home demonstration agents and the farm women cooperating with them are helping all farm families to better health opportunities.

Heads-Up Letters

FRANCIS A. RAYMALEY, County Agent, Cumberland County, N. J.

■ It was only another piece of paper, 8½ by 11 inches. It was but one of several hundred such sheets whipped through the mimeograph machine, to come forth with slightly moist lettering which added up to an announcement that again the county agent's office was equipped with a teletypewriter for the speedy receipt of prices that the New York market was paying for fruits and vegetables.

Yes, it was another circular letter—nothing more, nothing less. One of those things that have been discussed in annual extension conferences in 48 States—and cursed, I dare say, in county extension offices throughout the land. But * * *

"That letter on the teletypewriter was worth exactly \$1,700 to me, young man," said one of my farmers, smiling broadly, during the course of a courthouse visit a few days later.

Perhaps it was the extra cash return; but, anyway, he went on to say that he read our circular letters as closely as direct mail and his favorite newspaper.

"I'm a busy farmer," he said, "but I read very carefully every one of those letters you send me. They're concise and interesting—fully as good as the form material that comes from advertisers."

Many another farmer has reported that he follows our circular letters carefully. I have had such reports from poultrymen, vegetable growers, dairymen, fruit growers, and other producers in this, one of New Jersey's largest agricultural counties. All of which has convinced me that circular letters offer a real opportunity to the county agent who wants to reach the maximum number of farmers with a minimum of effort. Some extension workers believe that most circular letters hit the wastebasket unread, but I do not believe it.

After 3 years of serious effort on circular letters, I am convinced of their value as a method of extension teaching. I have found that farmers can be taught to depend on them, to respond to their use. In fact, I should go so far as to claim that, hour for hour, time put on the preparation of effective circular letters can be made as useful, as a part of the county agent's teaching technique, as the farm demonstration meeting, the farm visit, or the employment of other visual means or direct teaching.

The extension agent in a big or busy agricultural county who has not developed circular letters to advantage, or who still regards them as waste effort is overlooking a valuable means of saving time. If the response to circular letters in any other

county indicates that my opinion is not well founded, it might pay the extension agent to scrutinize his circular letters or to consider whether he has really explored the full possibilities of circular letters.

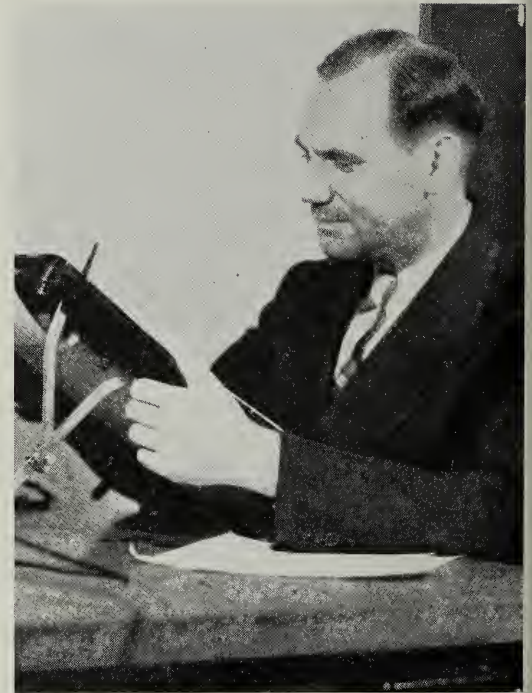
There is one philosophy of action that teaches the wisdom of imitation, on our part, of the techniques successfully employed by our competitors. The farmer is receiving form or circular letters from his dealer, from his cooperatives, and from commercial firms. Can we learn anything from such circular letters that reach our desk as might the farmer from such sources outside the field of extension? It is obvious that of the incoming mail, other than direct correspondence, that which gets our attention week in and week out is the well-prepared form material. That is because it attracts our attention by one device or another and then presents a forceful message. If the methods employed in such circular letters attract our attention, we, as extension agents, might well consider the use of those methods ourselves.

Effective use of circular letters can only result in improved service in any extension office. We have pursued this course, and it is obvious that distinct advantages have accrued as a result.

In the first place, effective circular letters keep the extension service program of the county before all farmers at all times. In these days of partial introduction of facts and frequently the misuse of fundamental subject material, the obligation of bringing results of research to the farmer through extension letters cannot be overlooked. The provisions of the agricultural conservation program, the appearance of new insect pests, new methods of plant-pest control, and countless other subjects illustrate the ways and means that this circular-letter work has proved helpful in Cumberland County.

Circular letters, in the long run, save time in the extension office. This may appear to be something of a paradox, but it is true. On checking our office records covering a period when serious insect outbreaks occurred, we found that when well-timed letters were used, the telephone load was slight. In direct contrast were other occasions when no circular letter was used. Then the telephone was ringing constantly, and it was necessary to have someone on hand just to take care of these calls. Many farmers tell me how they save a telephone call or visit to the extension office by the arrival of a well-timed circular letter.

In 1938 fruit growers faced a serious battle with the codling moth. Through the close



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cooperation of our fruit specialist and the entomology department of the experiment station, we kept fruit growers so adequately posted on codling-moth control that our telephone calls on spray-schedule service dropped to a negligible figure in contrast to previous years under less-trying circumstances. Further evidence of this circular-letter service is demonstrated this year by the fact that the percentage of clean, marketable fruit was high in spite of the heavy codling-moth infestation.

The same situation was true in 1937 during a severe tomato-hornworm outbreak. In early May of this year, the asparagus beetle arrived a little ahead of anticipated schedule. Within a day our scouting and close observation noted its widespread appearance. After the issuance of a circular letter on the third day the calls on the asparagus beetle dropped to zero.

Our illustrated circular letter also helps the extension program by building up farmer response through surveys on such extension programs as tomato growing, poultry, and the like. We frequently check farmers' observation of our extension work through return cards. The number of cards returned furnish a check on the attention farmers give

our letters. We have trebled during the last 2 or 3 years the response received on such circular letters. On checking our records, I find that in 1935 the average response from farmers on our circular-letter surveys was approximately 15 percent. Since we have improved our circular-letter set-up, the response has greatly increased. We had one poultry letter that returned 60 percent, and the general average is about 40 percent.

Circular letters are frequently valuable as a source of reference material, concise and condensed, to be handed to farmers in an interview instead of using a bulletin. We have found this true in such items as sweet-potato-disease work, canhouse-tomato problems, poultry feeding and management, and pasture improvement.

Thirty Years a Cooperator

This month's cover shows the two principals of this story. On the left is Clarence Burch, county agent, Cleveland County, Okla., who writes the article, and on the right is J. J. Brown who has cooperated with the Extension Service for the past 30 years and who is well qualified to say something about it.

■ J. J. Brown, 84-year-old farmer of Cleveland County, Okla., who is more active than most men at 65, has spent his life on the farm and has been an Extension Service cooperator for 30 years.

This white-bearded farmer came to the Indian Territory from Alabama with only \$500 in cash in November 1894. Today he has 20 tenant farms covering approximately 2,000 acres, and he says it has not all been a bed of roses.

Mr. Brown was one of the first in the Territory and State to follow conservation practices. He built the first terraces in this part of Oklahoma in 1901 and has continued to supervise soil conservation on all his farms.

"In 1905, the Government sent some man named Bentley from Texas, known as the representative of the Department of Agriculture," he said, "to assist farmers with their various problems. Later some good farmer within the district who could assist others with farm problems was appointed and paid a salary not to exceed 2 days per week.

"We had several pretty hard years and some good ones. However, people seemed to be getting along pretty well, with more persons moving in and establishing farm homes.

"In 1914, Congress passed the Smith-Lever Act, creating the Extension Service which gave us county and home demonstration agents to assist with farm problems.

A central theme can be utilized in the body of each circular letter. If this is carried through in all circular letters, farmers will continue to look for this feature. The continued use gets their attention. We utilize various sources of illustrative material in preparing our letters. Good standard equipment in some cases may be helpful but is never necessary. The element of time is the biggest factor in the use of good equipment. Precut stencil letterheads, the mimeograph in good working form, care and precision in cutting the stencils, and general attention to neatness seem to be the important factors in our circular-letter work. From a subject-matter standpoint, one of the biggest factors in the wise use of circular letters, I believe, is keeping them brief and to the point.

"My own experience and mistakes that could have been prevented by the assistance and advice of the county agents lead me to believe that this act was the best thing ever done for farmers. I am also highly in favor of the Agricultural Adjustment Administration programs.

"There is only 1 out of 10 farmers who can properly manage his own farm without the assistance in various farm problems now given by the county agent and the Oklahoma A. & M. College. Each year from 1907 to 1914, I took short courses at the college at Stillwater, paying my own expense; and I don't begrudge a cent of the money I spent.

"Now we have county agents and extension specialists from the college to bring that information to our farms, and I am thankful for the privilege of using the Extension Service; it has given me information, satisfaction, and pleasure and has made me dollars and cents."

Mr. Brown is highly in favor of farm committees that work on various projects. In fact, he has served as president of the Cleveland County Agricultural Council for a number of years, and as chairman of numerous other committees. He is now serving as chairman of the landlord-tenant committee, to which he has given much time and thought. His neighbors say that he has missed only a very few agricultural committee meetings and county agricultural council meetings in the past 25 years.

Mr. Brown said: "I have always tried to serve all worth-while agricultural extension activities, as the Extension Service and county agents are not always trying to promote some scheme or device—they are only interested in agricultural progress and in assisting rural families in all phases of agriculture and home life.

"Too much credit cannot be given the home demonstration agent for the part she has taken in home problems.

"4-H Club work for rural boys and girls alone is worth the effort of the Extension Service, for the instruction they get as club members will certainly make these boys and girls better cooperators and rural citizens in the future."

Mr. Brown has made this statement many times: "No farmer ever lived who can get ahead with just work. You must use your head and work from sun to sun where there is work to do. To any tenant who comes on my farm and works as I do and follows the information that is now available through the Extension Service and the Oklahoma A. & M. College and doesn't make enough in 5 years to make a down payment on a good farm, I will give him the one he is farming.

"I am convinced that farmers can make money by hiring a qualified man in agricultural experience and education, such as a county agent, to supervise the farm management and farm problems on not more than 100 farms. That is why I have always advocated an increase in the personnel of the county agent's office in order that more personal contacts with the farmers may be made."

4-H Asks to Hear the President

The 4-H club delegates attending this year's National 4-H club camp, after a thrilling visit to the White House where they met the President of the United States, felt that they would like to share their inspiration with the million and a quarter fellow club members back home. They all signed in their own handwriting a petition to the President asking him to speak on their annual radio achievement program, November 4, assuring him that all their members, their local leaders, and those who used to be club members would be listening.

■ Alaska now has 10 active homemakers' clubs with 196 members, in addition to eighteen 4-H clubs with 26 leaders and some 200 members, according to recent figures received from J. Hazel Zimmerman, district home demonstration agent. Work is organized in Matanuska Valley, Anchorage, Seward, Kodiak, Seldovia, and Homer.

■ Kansas 4-H club members produced products valued at \$783,794 in their 1938 project work.

Adding Color to Extension Teaching

GEORGE F. JOHNSON, Specialist in Visual Instruction, Pennsylvania

■ Miniature, 2- by 2-inch, lantern slides and 16-millimeter silent motion-picture film in natural color are rapidly replacing black-and-white slides and films in teaching most agricultural and home economics extension subjects in Pennsylvania. Since dependable color film became available about 3 years ago, more than 5,000 still pictures on 35-millimeter color film for mounting as miniature slides, and at least 15,000 feet of 16-millimeter motion-picture color film have been photographed and used almost daily in extension teaching in this State.

The production of color slides and motion pictures is not limited to the equipment and personnel of the central office of the Extension Service. Forty county extension workers and 15 subject-matter specialists are equipped to take natural-color and still pictures with miniature cameras ranging in cost from \$15 to \$150, and 8 county offices and several specialists have motion-picture cameras. In every instance, successful color photography has been accomplished, and in many cases this has been done without using the photoelectric exposure meter. Many county agents have from 25 to 150 color lantern slides, photographed locally and made into slides at relatively small expense. Several counties have from 1 to 3 reels of color motion pictures showing local demonstrations and other extension activities. This local material is proving itself the best possible foundation for effective visual instruction in extension work. The material is used from 25 to 75 times during the year at meetings of rural groups and business clubs, for exhibits, reports, and publicity, and in personal interviews. In addition to local material, more than 100 reels of silent movies and thousands of color slides are made available through the central visual instruction office. In order to make the best use of this material, 51 of the 66 counties doing organized extension work have motion-picture projectors, 41 have facilities for projecting miniature slides, and 62 have beaded screens. Sufficient equipment is available from the central office so that all counties can provide programs with visual instruction material.

The cost of color photography is not prohibitive. In fact, several county workers in Pennsylvania have reported the cost of their own production of color miniature slides as less than their former method of exposing relatively large black-and-white negatives, obtaining paper prints, and then, perhaps, getting large lantern slides. The average natural color miniature slide in which the 35-millimeter film is used, will cost less than 20 cents, or half the cost of the standard



Natural-color pictures, producing as they do more convincing and lasting impressions, are rapidly becoming one of the indispensables in effective extension teaching.

black-and-white slide. We regard the new cardboard, factory mounting of color transparencies as only a temporary mounting and recommend the use of cover glasses and binding tape to make the slides permanent.

A projector that will take the miniature slide is necessary. This equipment will cost from \$15 to \$75. Most types of lanterns for standard-size slides can be adapted by purchasing a carrier for the small slides and by obtaining a 5½-inch or 6-inch focal-length lens. The total cost should not exceed \$15. At least a dozen Pennsylvania counties have adapted large projectors in this way; the others have purchased special projectors at an average cost of approximately \$35.

A very essential item in the successful use of color transparencies is the screen. A screen of the beaded type is found best. The cost of such a screen ranges from \$12 upward, the average expenditure in Pennsylvania being \$18.50. Experience in Pennsylvania indicates that the minimum cost per county for color still-picture photography and projection is about \$75 the first year and from \$10 to \$15 per year thereafter, unless the cost of a better camera is included. If, to this program, the county should wish to add silent motion-picture production and projection, the foregoing minimum-cost items must be trebled.

Is visual instruction in color form worth while? The overwhelming sweep to this form of material in 60 percent of the counties and in practically all subject-matter depart-

ments of the Extension Service in Pennsylvania gives some indication of the answer. Reasons for the popularity of color pictures are very well stated in Mr. Dail's article in the August REVIEW and will not be repeated here. Color pictures have increased the effectiveness of extension teaching several fold. They tend to increase attendance at meetings, and they leave more convincing and lasting impressions which lead to direct action in adopting improved practices and adding conveniences in the home. Farm groups requesting extension meetings in Pennsylvania frequently ask that natural-color pictures be used if possible to illustrate talks and discussions.

The disadvantages in photographing and projecting color slides are: (1) Black-and-white paper prints suitable for clear reproduction are difficult to make from most 35-millimeter natural-color still pictures. (2) For best results, color pictures require darker rooms for projection in daytime than well-made black-and-white transparencies. (3) Satisfactory color pictures are difficult to get under unfavorable conditions, such as early in the morning or late in the afternoon; on dark, cloudy days; and in most interiors unless floodlights are used.

We overcome the first difficulty by photographing many outstanding subjects on 5- by 7-inch negative film for cuts or enlargements, with most of this work being done with a view camera, wide-angle lens, and other special equipment of the central

office. Having scenes in large black-and-white negatives, as well as color film, has this advantage: Enlargements for exhibits can be made from these negatives and hand tinted, using the projected color transparency as a guide. With proper lighting and reasonably good exposure, the color film shows details far better than most black-and-white film.

The need for darkening rooms sufficiently to project good color pictures in daytime has been less easily solved. Blankets, building paper, black sateen cloth, burlap, and many other darkening media have been tacked or hung over shadeless windows to darken rooms. This is sometimes made the responsibility of the local program committee, but more often the county worker plans to

arrive at the meeting a half hour early to prepare the room for good visual instruction.

Some of the county agents and subject-matter specialists are overcoming the third handicap by using a second inexpensive camera loaded with fast black-and-white film. This type of film can be used successfully under practically all conditions where color film may fail.

Regardless of handicaps it appears that natural-color pictures are rapidly proving themselves one of the indispensables in effective extension teaching. Their universal appeal to rural groups and their great potential educating power make them well worth the serious consideration of every extension worker in agriculture and home economics.

Eastern Tennessee Tunes In

SAM CARSON, Assistant Extension Editor, Tennessee

Cooperative broadcasting, covering every phase of extension work done in the upper east Tennessee Valley, has been demonstrated very effectively by county agricultural, home demonstration, and assistant agents of Washington, Carter, Johnson, and Greene Counties. Station WJHL at Johnson City was used as the radio medium.

WJHL is a young station. It is about a year old. Johnson City is located in Washington County, the center of a rich farming area, and adjacent to such towns as Kingsport and Elizabethton, both of which are industrial centers. This region was settled prior to the Revolutionary War and was the assembly place for soldiers who later marched over the Smokies to the battle of King's Mountain which was fought a few miles from Johnson City.

When the individuals seeking a permit to broadcast organized, they approached the director of extension and offered facilities for daily programs pointed at serving the farm population of upper east Tennessee. Extension Editor A. J. Sims arranged with County Agent Raymond Rosson, whose headquarters are in Jonesboro, a few miles from Johnson City, to interest agents of adjoining counties.

So much interest was created at these first meetings that a plan was worked out to have county agents or other Extension representatives take over programs on specific week days. Within a short time after the first programs, consisting of 15-minute talks, were put on, it was decided to spread the subjects. The Farm Security workers, experiment station people in Greene County, extension specialists with important demonstrations in that particular area, all needed radio time to aid the general farm program for the

region. So it was decided to hold regular conferences in County Agent Rosson's office and thresh out all broadcasting problems.

On April 26, the regular bimonthly conference was held at Jonesboro. County agents and assistant agents of Greene, Carter, Johnson, and Washington Counties were present. The program schedule for May and June was taken up, week by week. For instance, four timely subjects were chosen for early May broadcasts. These were corn cultivators, dairy-herd improvement, and orchard- and garden-pest control. The procedure was agreed upon, and the agents decided that one subject—dairy herd improvement—should be covered by a field man of the Dairy-herd Improvement Association.

Each agent was empowered by the home demonstration agent of his county to assign her time, the subject to be of her own choosing. Thus, time was allotted at the conference, and later these home agents sent their scripts to Assistant Agent V. W. Sims, Washington County, the sole conference officer and secretary.

To vary the program, interviews were spotted throughout the month. As a rule, cooperating farmers were employed and transported to Johnson City by the agents. During the 2-month period, the schedule provided for interviews from farmers in each county taking part in the program.

At this same meeting, plans for taking part in the twenty-fifth anniversary of extension work were made. Instead of devoting one program on May 8, it was decided to use the entire week of May 8 for the celebration program. County Agent Rosson led off May 8 by interviewing cooperating farmers and a pioneer 4-H Club member. A transcript by Director C. E. Brehm was also used in a

5-minute talk outlining extension work and its objectives.

Successive days of the week were utilized by county agents, assistant agents, and home demonstration agents of Johnson, Greene, and Washington Counties. Most of these interviews were entirely *ad libitum* affairs, running for 10 minutes.

As in May, farming activities in June were considered closely, and the schedule ending June 30 fitted to needs as well as could be foreseen. At all times, any of the participants have the right to change their subject matter to meet emergencies or unexpected problems that may arise.

Plans were made at the April meeting to inaugurate a series of quarterly "radio round-ups" starting in the late summer or fall. All persons participating in the broadcasts, with either the district agent or director, will appear on the regular 15-minute schedule; and it is from these round-ups that comment from listeners is expected.

Another four-county program already accepted, and soon to be presented, is the 4-H club section of the schedule, when representatives of the several counties will hold State forums over WJHL.

The reaction from listeners is greater than any other station in the State. The cooperative agents report meeting farm families almost daily who mention the WJHL programs.

Introduction of a theme song was begun in May. As a trial, the Plowing Song was used and probably will continue to open and close the programs. All talks are prepared well in advance, and interviews are outlined. A similar procedure has been put into practice by other stations in Tennessee. This method is in reality a guide in the form of a single sheet of paper, double spaced, upon which a number of leading questions are written to guide the interviewer and interviewee. On the quarterly round-up programs as much extemporaneous talking as is possible will be used, but cue sheets will be prepared for all participants. Incidentally, these cue sheets have been found extremely valuable in smoothing out dialog.

WJHL owners tell me that the county agent program has been an asset from the day the station went on the air. The station, so far, has given every help possible and regards the broadcasting plan as highly beneficial. There has been under consideration the allotment of 2 to 3 minutes to announcements of farm meetings, weather, and matters of like interest, broadcast in a sort of "Town Crier" manner.

It might be explained here that Johnson City is located on the margin of central and eastern time zones. Greene County, just inside the central time belt, is given time from 1:15 to 1:30 p. m., E. S. T., while all other counties are represented at 12:15 to 12:30, E.S.T. So, despite this problem of time change, the conference method of working out problems achieved satisfactory results.

Out of the Old House into the New Home

T. M. CAMPBELL, Negro Field Agent, Tuskegee Institute, Alabama

■ Bad housing in the rural South is still a limiting factor in the general welfare of its people. Although many studies have been made of housing conditions in the South, and remedies proposed, seldom have they provided for our vast rural population, the majority of whom have a very low annual net

Thus the farm was left in the hands of the children, each working separate farm units, although assuming their business transactions and obligations jointly. With this arrangement, they have been fairly successful and have managed to hold on to what their parents left; but none of them ever seemed to

few of any type existed. This became an example for other farmers to copy; it also created a desire for other home improvements on the part of the Thurman family, a desire which they had never experienced before.

The county extension agents followed up this movable-school visit from time to time and urged other improvements as funds became available. In 1938 the demonstrator in rural housing visited the Thurman's farm to discuss remodeling the old house or building a new home.

Plans Are Made

Mrs. Thurman said: "After the county agent brought the housing demonstrator out to see us, we asked him to give us a plan showing how a new house would look and an estimate of the cost of building a new one. When we found that it was much cheaper than we thought, I had a talk with my three brothers and my husband about putting up the home, as we all work together when any notes have to be signed. I told them that I just had to have a better home, because I didn't want to go to my grave before making improvement on the house my father gave me. I had \$100 cash, and we had to borrow about \$450 more, so we all went on the note and we got the money at 8 percent with 4 years to pay it back. I certainly felt proud when they commenced working on our new home. The children went out every day after school and did some work around the place. The neighbors stopped by. Some said they didn't know what it was but thought somebody was building a barn or a church. They all wanted to know the cost.

"The mail carrier came by, praised us, and gave us some shrubbery to go in the yard. When our children get married we want to build homes for them so that when we are too old to work they can continue to develop the land left by my mother and father."

The home was completed for \$690.50 and given a public opening attended by Dr. F. D. Patterson, president of Tuskegee Institute, and many other people, both white and Negro, who were interested in every feature of the planning and building of the five-room house and the cost of each operation. They also were interested in the account of the 23 similar projects we have under way.

I firmly believe that such a combination of intelligent planning, the use of native and local materials, and the farmers' own labor will make possible many more homes for small landowners and tenants in the rural South. This can be done within a very low price range if a way is found to provide simple builder's plans and obtain local builders.



The old house and the new home. The new house was built at a cost of \$690.50 as a demonstration in better housing. It was visited by the agents who attended summer school at Tuskegee Institute.



income per family. Preliminary studies that have grown out of our experience in the Extension Service reveal the significant fact that all the dismal housing conditions are not entirely due to economic causes, but many of them can be attributed to a lack of necessary information and of the knowledge of detailed plans to bring about improvement.

The case of Willis and Julia Thurman, Negro small landowners in Elmore County, Ala., is a typical example of possibilities in bringing about the desired changes in rural housing.

Julia Thurman came from an ambitious family. Her father bought his 326-acre farm soon after the Civil War. The family visited the Tuskegee Institute farmers' conferences and heard Booker T. Washington urge Negro farmers from all over the South to own a home and live better. The four children in the family took full advantage of the meager school facilities offered.

When Julia, the only daughter, married Willis Thurman, a plantation hand, her father built a one-room house with a lean-to kitchen and gave it to her for a wedding present. As his sons married, he gave each of them a similar present, making it clear that if they wanted any more room, they would have to build it themselves.

get to the point of enlarging these one-room houses.

F. G. Manley, county agricultural agent, and I. V. Bledsoe, home demonstration agent, on the alert for prospective farmers who could and would carry out repeatable demonstrations for their own benefit and that of the surrounding communities, in 1933 invited the movable school to come into the community and give a demonstration at the home of Willis Thurman. The program consisted of the renovation of this simple one-room house and a demonstration in cooking for the women; and terracing, seed selection, and the construction of a sanitary toilet with the men and boys. A nurse gave demonstrations in simple health practices as they relate to protection against contagious disease and the preparation of food for the sick. The holding of this school at the Thurman home brought in the neighbors, and the Thurmans had made extra effort to clean up for this occasion.

The school was held, demonstrations were given, and the movable school left; but one demonstration lasted. It was the erection of a sanitary toilet in a community where very

School for In-Service Negro Agents

**LAURA R. DALY, Negro Home Demonstration Agent,
Macon County, Ala.**

The third annual summer course offerings for in-service extension agents were made by Tuskegee Institute May 29 to June 17, 1939.

Judging from the enthusiasm of the group of men and women who attended this school, interest in professional improvement has not yet begun to wane. These 106 farm and home agents came from the States of Alabama, Florida, Georgia, Louisiana, and Mississippi.

The courses of 3 weeks' duration were open to both men and women and covered certain phases of agriculture, home economics, and some related subjects. The program, with added improvements, followed closely the work of the 2 previous years, and extension workers were given opportunities to study with resident faculty members, representatives of the Federal and State Extension Services, and outstanding personalities from other educational fields.

Soil conservation, animal husbandry, and harness-making were exclusively for men. The women were given an opportunity to strengthen their home economics background by studying low-income housing and its relation to family living, nutrition and protective health problems, mattress making, and handicraft arts. Both men and women enjoyed classes in agricultural economics, extension problems, gardening, and poultry raising.

The class in soil conservation studied methods of erosion control, building up the soil, and proper land use. Six farms in different sections of Macon County owned by colored farmers were used as laboratories for practical work. Maps of each farm were made, showing topography, soil types, and present land use. Recommendations were made for a revision of the cropping systems with the families' needs considered. Problems of planting leguminous and perennial crops, water disposal, forestry, and wildlife were included.

The road from "hide to harness" was rough and rugged, but the men exhibited with pride the bridles, reins, and halters which they "worked" through all of the stages from raw-hide to the finished product. The transitions through which the various skins passed before becoming rugs, pocketbooks, and belts were fascinating. This class was taught by J. H. Williams, district agent, Negro work, Texas.

The housing group made a tour of some recently constructed houses on a Federal land use area in Macon County. They visited and appraised Tuskegee Institute's new practice house and a two-room house that had been fitted up with improvised clothes closets,

box furniture, double-decker beds, and such other home-made conveniences that would lend a degree of comfort and privacy to a family of seven.

This was the third consecutive year for an extension summer school to be held at Tuskegee Institute and one of three regional schools where workers in this particular field may have an opportunity to further their studies. The other two were held at Hampton Institute, Va., and Prairie View, Tex.

New Arkansas Directors

Dr. W. R. Horlacher, head of the department of animal industry and prominent in livestock circles of the country, became dean of the college and director of the experiment station and the extension service of the Uni-



W. R. Horlacher.

versity of Arkansas College of Agriculture, July 1.

Dr. Horlacher was appointed head of the department of animal industry at Arkansas on February 1, 1936, going to the State from Texas Agricultural and Mechanical College where he was professor of genetics. It is in this field that he has contributed much, not only to livestock breeding but to plant breeding as well.

He received his bachelor's degree from Kansas State College, Manhattan, and held a fellowship in the animal husbandry department of that institution while working on his master's degree which he received in 1922. The

following year he became associate professor in the newly created department of genetics at Texas Agricultural and Mechanical College. While associated with that institution he worked toward his doctorate, receiving the degree from the University of Wisconsin in 1929. He is a native of Indiana and was reared on a farm in that State.

July 1 also ushered in a new assistant extension director of Arkansas, Horace E. Thompson, who after 20 months' absence returns to the University of Arkansas College of Agriculture's Extension Service from the Farm Security Administration, where he was State director.

Mr. Thompson is a native of Hot Spring County, Ark., and a former 4-H club boy. He was graduated from the University of Arkansas in 1927 and was appointed vocational agriculture instructor at Moro, Ark. In 1928, he was appointed county agent of Prairie County, which position he held until 1934, when he became State compliance supervisor of the Agricultural Adjustment Administration. Mr. Thompson was appointed district agent of southeastern Arkansas in January 1935, resigning October 1937 to become associated with the F. S. A.

Mr. Thompson will be immediately in charge of extension work in Arkansas, with headquarters at Little Rock.

Delaware Gets New Director

Delaware joined the group of States in which extension directors have been changed on June 30, when Director Charles Andrew McCue retired because of ill health and Professor and Acting Director George L. Schuster was named director of agricultural extension work, director of the agricultural experiment station, and dean of the school of agriculture at the University of Delaware.

Director McCue came to the University of Delaware as professor of horticulture from Michigan State College in 1907. He was named dean and director in 1920. Under his direction the work of the Agricultural Extension Service in Delaware grew rapidly and became a unified organization which was closely coordinated with the agricultural experiment station and the school of agriculture.

After several years of ill health he retired on June 30. Up to the time of his retirement in spite of ill health Director McCue took an active interest in the direction of the activities of the Extension Service, the agricultural experiment station, and the school of agriculture.

Director Schuster came to Delaware in 1920 as head of the agronomy department. In 1937 he was made assistant dean of the school of agriculture, and on December 10, 1938, he was made acting dean and director.

Dean Schuster received his bachelor's degree from Ohio State University in 1916 and his master's in 1918 from the same institution.

Research Supports a National Farm Program

Each bureau and office in the Department of Agriculture has a definite place in the national program for agriculture. These two articles discussing the contribution of the research agencies to the general farm program are a part of a series of articles on the work of the Department of Agriculture.

Action Programs Need Facts

JAMES T. JARDINE, Director of Research; Chief, Office of Experiment Stations

The planning and action phases of the national agricultural program have created a strong demand for the services of research workers, not only for the analysis and synthesis of existing data but also for the prompt accumulation and interpretation of nonexistent knowledge on which to base the considered judgments needed to formulate and conduct such programs. In consequence, the volume of research work in various phases of agricultural economics, farm management, soil conservation, human nutrition, home management, and rural sociology, including the problems of tenancy, has been greatly expanded in recent years. Accompanying the greater volume of work, there has been a broadening of horizons and objectives to encompass regional and national perspectives. Social implications have received special emphasis.

At the same time, there has been no lessening in need and demand for facts aimed at the solution of problems related to efficiency in the production and utilization of farm commodities. Under the new farm policies the older types of agricultural research work, having objectives such as the efficient use of soil resources, the improvement of varieties and breeds, the abatement of production hazards, or the economical and efficient distribution and utilization of plant and animal products, are taking on new meaning. They are finding an important place in planning and action programs.

Planning for a permanent and stable agriculture requires that the element of chance be reduced or eliminated as far as possible. Research is one of the major elements in effective planning. For example, accumulated facts which reflect the responses of crop plants and animals to given conditions of climate and soil permit greater exactness of estimates of yields. The control of crop pests and diseases tends to reduce another element of uncertainty. Efficient methods of preserving and storing give assurance that reserves of food products adequate

in quality and quantity can be maintained.

Planning to promote the highest possible standard of living for the people of the United States should be designed to reduce to a minimum waste in all forms, including the waste of human labor in the farming of nonprofitable acres. It should maintain and conserve the productivity of our lands and insure high standards of health through the development and use of foods rich in minerals and vitamins.

We must look to experimentation and research for the facts on which to design current undertakings and for the development of

improved practices and new information on which future progress may be built.

To a considerable degree, the success that is attained in effecting long-time, permanent adjustments in American agriculture will be dependent on how well the research agencies measure up to their part of the job. Adjustments in agricultural science are also needed. Teamwork should amplify individual effort. The findings of separate research fields should be synthesized and integrated. Regional and national concepts of problems should supplement local viewpoints, and research projects should be so designed that results may have broad as well as specific application.

As it is no longer true that farmers as individuals can make successful application of new research information without regard to the economic and social problems involved, it becomes the duty of research workers and research institutions to look further into the application of their results than was necessary heretofore.

That considerable progress is being made in the redirection and coordination of research in agriculture so as to better serve the new national policies will be quite evident from a comparison of the current project work of the Department and that of the State experiment stations with the programs of a few years ago.

Seeking Industrial Outlets for Farm Products

H. G. KNIGHT, Chief, Bureau of Agricultural Chemistry and Engineering

The function of the Bureau of Agricultural Chemistry and Engineering is to promote agriculture by acquiring and disseminating knowledge of agricultural chemistry and engineering as they bear upon the production and use of farm crops, particularly the processing of crops and their utilization in industry; on the production and application of fertilizer materials; on improvement of farmhouses and structures; mechanical equipment; farm operating efficiency; rural electrification; and the prevention of farm fires and dust explosions. The newest parts in the make-up of this bureau are the four regional farm products research laboratories which are now under construction. The work of these laboratories will be directed largely toward development of new and wider industrial uses for farm products.

On the basis of work already done and plans for work in the new laboratories, I can say that much of this bureau's work will be car-

ried on in cooperation with other branches of the Department, State agricultural experiment stations, industrial concerns, associations and societies.

The difficulties that have beset agriculture in recent times emphasize the importance and promise of the kind of work laid out for chemists, engineers, and other technicians in this bureau. In the past the farmer has been producing almost entirely to supply food and clothing needs of the people in this country and in countries where we had markets. But with foreign markets withering away or walled off, and with increased production per agricultural worker, it is an easy matter now to keep our domestic markets supplied and a hard job to keep from producing burdensome surpluses which beat down prices.

The hope that permeates our research group is that discoveries will be made that will help to keep farm people prosperous

by helping them to get a larger return from their products. But experiments and experience in recent years have indicated that something more than the food and clothing market may be developed to help provide a profitable demand for what the farmer produces.

One of the principal aims of the Bureau of Agricultural Chemistry and Engineering is to develop facts that will help to bring about new uses of farm products in industry or expansion of old uses. Its work is almost entirely in the field of research. In addition to the four regional laboratories, the work of the bureau covers research on food, fertilizer, carbohydrates, proteins, naval stores, industrial farm products, allergens, chemical engineering, rural electrification, and various other applications of chemistry and engineering to agriculture.

Crops for Food and Clothing

Much attention has been given to the study of crops for food and clothing. But so far, probably because of large supplies of cheap mineral materials from mines and oil wells, not so much attention has been given by research institutions and industries to the use of farm products in mills and factories making the thousand and one things people need after their backs have been covered and their stomachs filled. The human stomach is of limited capacity, but the maw of industry is practically insatiable under normal conditions of employment. So the bureau will increase its efforts to find ways and means of economically using products from the farm in making materials that can be used in all sorts of manufacturing processes. There have been enough results in recent years to indicate great possibilities, but so far they have had almost no effect on the farmers' market because, for example, cellulose and other raw materials are produced in such great quantities in waste products as well as in surpluses of the commercial parts of crops that consumption in industry must be on a vast scale in order to affect the crop market materially. A new chemical process making it possible to produce a much-needed industrial material from a farm crop is not necessarily a contribution to farm prosperity. It is not only necessary to provide the raw materials of the farm in such form that industry can use them easily, but it is necessary to provide them at a reasonable cost to the manufacturer as well as at a reasonable profit to the producer. Together the engineers and chemists should help to solve these problems by working out new ways of processing farm products, cheaper equipment and methods of production, more efficient storage, and more effective preparatory processing on the farm.

In the field of industrial utilization, the bureau will give much attention to crops of which there have been frequent surpluses in recent years. This is particularly true of the

four regional research laboratories. I emphasize the work of the regional research laboratories because they represent something entirely new rather than merely a shifting of research divisions. The investigators for the research laboratory of the eastern area will devote their efforts first to the industrial utilization of potatoes, dairy products, apples, tobacco, and vegetables; for the southern area, cotton, sweetpotatoes, and peanuts; for the northern area, corn, wheat, and agricultural wastes; and for the western area, fruits, vegetables, Irish potatoes, wheat, and alfalfa.

Illustrations of what may be possible as a result of this kind of investigation are to be found in some of the results of research carried on in recent years. For example, our work on sweetpotato starch has made considerable progress, and the new starch is going into various commercial uses. Methods were worked out that make it possible to turn out a high-grade white starch that is satisfactory to a number of industries that have been importing starches for use in the manufacture of adhesives, sizing cloth, laundry work, and paper coating. A cheap raw material is necessary if the starch is to be made at a low enough cost to stay in the market. To obtain sweetpotatoes cheap enough for a successful starch industry, it is necessary to have large yields of high-starch-content potatoes which can be harvested and handled economically. The engineers of the bureau are making progress in the development of both harvesting methods and machinery. Efforts are also being made to find ways of processing that will permit holding the raw materials over long periods so that starch factories may operate the year round rather than for only a few weeks during the harvesting season.

I could give other examples in addition to the sweetpotato to illustrate efforts to stimulate industrial utilization of farm crops, but my space is limited. A few lines of work that have been productive of improvements are cotton ginning, work on soybean meal and soybean oil, and on citrus and other fruits to produce valuable byproducts.

Research Needs Agents' Help

The Extension Service has been very successful in helping investigators to realize good results from their efforts. Not only have extension workers stimulated adoption of new farming and household methods and equipment by farmers and farmers' wives, but they have been instrumental in obtaining the adoption of improvements in industries of direct importance to agriculture. Examples are to be found in the rapid spread of improved equipment and methods in cotton ginning, new practices in the production of turpentine and rosin, and better utilization of cull fruits. Improvements in fertilizer placement methods and distribution of machinery have taken hold much more rapidly because of the interest of extension workers.

The Bureau of Agricultural Chemistry and Engineering expects to help agriculture by putting some of its investigators to work on new problems not directly of the farm, and it looks upon the Extension Service as a strong and helpful arm that will assist in bringing these new things to the attention of industry. We know, too, that extension workers will be doing all they can to help farmers gain the utmost advantage from the development of industrial outlets for farm products.

"4-H Stamp" Spells Quality

Georgia housewives are learning that they do not have to worry about the quality of store-bought eggs with the 4-H stamp. Club members have adopted improved methods of marketing eggs as a result of their participation in the State-wide egg marketing-leadership contest conducted by the Georgia Extension Service. In marketing their eggs, the 4-H contestants follow the latest methods of candling, grading, and packing. They keep daily records on their home flocks of hens. They keep an account of the daily egg production, sales receipts, and the number and grades of eggs processed.

In Butts County, all the eggs are candled, graded, and packed in cartons at home and later stamped with a special 4-H inscription. They are marketed through the local store of a grocery chain which is sponsoring the contest. Some of the club members have organized "egg circles," that is, they have worked out a plan by which they market eggs for neighbors and relatives in the community.

The Early County youngsters have worked out a plan whereby they assemble at the county agent's office on Thursdays, Fridays, and Saturdays for the purpose of candling, grading, weighing, and packing eggs that are brought to the office by farmers. Whenever a producer brings his eggs to the office, the members count the eggs and issue to the farmer a receipt and a check for the eggs at the local market price on the date of delivery. Arrangements have been made at the local bank to handle the checks.

Throughout the State, the 4-H contestants give demonstrations on candling, grading, and packing high-quality eggs for market. These programs are being given to groups of farmers and homemakers at extension meetings as well as at their own 4-H club meetings. The Butts County contestants have put on an egg exhibit in a local grocery store, showing high-quality eggs in contrast with those of inferior grade.

"This egg-marketing contest should do much to educate the people in marketing and buying eggs," pointed out Myrtie Lee McGoogan, Butts County home agent. "All the store managers in Jackson have agreed on the need and have offered their cooperation." This activity is filling a need in the rural communities of Georgia.

Community Wins What It Wants

GORDON C. WINN, County Agent, Moffat County, Colo.

■ With no outside help, to assemble a library of 1,500 volumes with a paid librarian in charge is indeed an accomplishment for a small community. But this is what I found while exploring and becoming acquainted with my new territory—that of Moffat County in northwestern Colorado.

The place was the little village of Maybell which, with the homes in the surrounding county, includes a population of considerably less than 500. In these days of various agencies extending their activities into far places and establishing all sorts of clubs and cooperative movements, the women of Maybell can certainly show any would-be organizers what can be done by a small group who make up their minds to “pull together” for a common cause—the improvement of their little community.

Because of the distance from larger centers, these women could not ask for advice or suggestions for carrying out their plans; so, in September 1916, a small group got together and organized a club which took as its first project the starting of a library.

One of the club members offered the use of a room in her home, and shelves were built to hold the books. When this room was outgrown, another room especially for the purpose was built onto the house. The library continued in these quarters until 1934 when it was evident that larger and more permanent accommodations must be provided.

The club finally decided to take over the tax title to a building in town which is now the clubhouse and community center. As it stood, the building did not offer adequate facilities, so the club built a large addition which included room for the library, a kitchen, and a stage. The original portion of the building was converted into a large recreation room suitable for dancing, card parties, and similar entertainments.

At first thought, one wonders about the cost of all these improvements and how such expenditures were managed. The cash expenditure totaled about \$1,000, mostly for materials and fixtures, as all the labor was donated by the men of the community. The husband of one of the club members gave his services as contractor and supervisor of the undertaking.

Another community venture of the club, started in 1918, was that of transforming 4 acres of sagebrush almost in the center of the town into an attractive park. The land was first cleared of brush, plowed, leveled, and seeded to alfalfa to enrich the soil. It was then enclosed with woven-wire fencing. One hundred trees were planted; and now, after 20 years, these trees have grown large enough to provide considerable shade.

The money for both the community house

and the park was raised by giving dances, serving suppers at dances and at other public entertainments, and by holding box socials. Many of the townspeople too were glad to respond with gifts of money when requests for donations were made.

With the enthusiasm of club members still strong, the project on which they have embarked for 1939 is that of installing playground equipment for their children, with a goal in the offing of ice- and roller-skating rinks. As the present dance hall is proving too small, there is even talk of building a larger one when funds permit.

On hearing of all these accomplishments and further plans, the question immediately arises: What is the size of this remarkable club? It includes about 20 members, 15

of whom are always active in club affairs. The others are away a great deal or, for other reasons, are unable to take an active part.

The library is still one of the major activities of the club and community. It has at least 1,500 books on its shelves, and new books are frequently added.

In a small community, it is usually necessary and customary for the entire community to unite in supporting a church, and in Maybell the club contributes something each month to the support of a minister who holds services twice monthly. The fund also helps to maintain a Sunday school.

The women who were pioneers in these undertakings are now eager for some of the younger women in the community to take over and carry on the work they have started. The foundations have been laid, and, with new minds to see fresh opportunities and to take advantage of the help that is available from the Extension Service of Colorado State College of Agriculture, I believe that Maybell's little club will go far.

Off to a Good Start

L. A. CHURCHILL, State Leader of County Agents, Minnesota

■ Getting started in farming and homemaking has been the theme of nine 3-day short courses held in Minnesota during the past 2 years. The courses were planned especially for rural young men and young women who have just started or plan to start farming and homemaking. Attended by an average of 70 young people, these short courses have proved to be one of the most popular types of program for rural young people, as well as the most effective method of assisting young people with their problems.

The local rural-youth groups obtain the advance enrollment, make local arrangements, and make plans for a banquet; local business groups cooperate on general arrangements and on the banquet; and local extension agents assist with arrangements and participate in and supervise the programs. The State extension division provides the speakers, and the Farm Credit Administration assists with credit problems.

Classes start at 9 in the morning and continue until about 4 in the afternoon. Each day is devoted to one of the three most important problems of these young people. The first day is spent in discussion of farm credit, how to obtain it, how to use it, and how much is necessary. The second day deals with problems having to do with types of farming and the organization of the farm business. The third day is devoted to meth-

ods of obtaining a farm, including rental agreements, ownership versus rentals, and legal phases of farm ownership and renting.

As the farm business is largely a family business, the young women have been as much interested in credit and arrangements for obtaining the farm as have the men, but on the second day of each short course they have had an opportunity to discuss the particular problems of the farm home, including home management, buymanship, equipping the home, and arrangements in it.

For years, Extension has felt the necessity for assisting young men and women just getting started, but it has not had the contact with this group that it needed in order to do so. Although the short course does not solve their problems, it does offer them sound advice; and it has put the county extension service into much closer touch with these young people. In the words of one county agent, “I have learned to know a number of young people with whom I had not had the opportunity to work, and I have come to know others whom I had not met previously.” Many of these young people welcome the opportunity to work with Extension, and Extension is aware of its responsibility to them.

The county agent takes an active part in leading discussion on county problems and types of farming as well as following up later with offers of assistance.

Virginia Apple Growers Are on the Job

M. G. LEWIS, County Agent, Roanoke County, Va.

■ A committee of about a dozen leading southwestern apple growers has been a potent force in planning a program for the fruit-growing industry in the area and in using all the available means for making it effective. They have worked very closely with A. H. Teske, extension horticulturist, and the county agent, to the advantage of both.

During the 7 years' work of the committee only two members have been dropped because of lack of interest. Membership on the committee is valued very highly, and attendance as a whole is very regular. All meetings begin at 2 p. m. and adjourn promptly at 4 p. m.

One of the most important factors in the success and effectiveness of the committee is freedom of speech at all meetings. Visitors called in to lead discussions are informed in advance that the meetings are conducted in round-table fashion, and all members of the group are expected to ask questions or offer comments at any time during the discussion. Prominent visitors frequently speak for 15 or 20 minutes, after which the meeting is open for general discussion. Another very important factor is that the chairman of the group holds strictly to the rules as to time of opening and adjournment and encourages this freedom of discussion on the part of all members.

Result demonstrations are planned and arranged at the beginning of each year to be visited during the fruit growers' tour held in August every year since the committee was organized. These demonstrations include mainly fertilization and spray programs. Comparisons of many of the new spray materials offered have been made in these demonstrations, with results important to growers. Fertilizer demonstrations have been carried on mainly with nitrates, comparing the various forms, time of application, and amount.

The annual fruit growers' tour is an important event in southwestern Virginia. It usually is attended by 100 or more growers from many counties in the section. As many as 200 growers have joined in this tour. In 1937 the local tour was replaced with a tour to northern Virginia, Maryland, and Pennsylvania. Another tour included the most important fruit-growing sections of the valley and Piedmont Virginia.

It is the opinion of the majority of growers that the most valuable tours have been those covering only 1 day and including demonstrations planned by the committee. In addition to result demonstrations visited during the tour, the committee arranges each year for several method demonstrations which

include pruning, packing and grading, and thinning.

During several months in 1935 a very careful study was made by all members of the committee of the history of the apple industry in the Roanoke area. Old records were searched for methods used and considerable historical information assembled. This has been frequently referred to in the discussions held by members of the committee in considering future development and preparing plans for the future.

The committee has taken the lead in several projects of importance and benefit to the apple industry of the entire Appalachian area. Improvement of the AAA conservation program as it applies to established orchards was due largely to recommendations made by this group after careful study of the program. The agricultural conservation program of 1936 made very little provision for practical soil conservation practices in orchards. The committee went into the problem carefully with the assistance of the county agent, the extension horticulturist, and the State committee, and made recommendations through the Virginia Horticultural Society. These were generally approved by the AAA.

In 1937 a careful study was made of the spray residue problems and the restrictions placed on fruit growers by the Federal Food and Drug Administration. Recommendations, with insistent follow-up by the State society, undoubtedly had an important part in bringing about favorable revision, which increased the lead arsenate tolerance on apples. The committee also succeeded in locating a Federal-State spray residue testing laboratory in the area, thus eliminating the delay of submitting samples to the State laboratory in Richmond.

During the last few years the committee has given valuable aid to the advertising program conducted by Appalachian Apples. During the 1937-38 marketing season the committee served as the allotment agency for the Federal Surplus Commodities Corporation in making allotments of sales for all growers in the area to the F.S.C.C. The committee was remarkably successful in making satisfactory allotments.

Along with this work the committee has gained a very full and accurate conception of the apple supply and demand situation from the national as well as the world market standpoint.

4-H Rallies—Then and Now

■ Climaxing 25 years of 4-H Club work since the passage of the Smith-Lever Act in 1914 was the Logan County Club rally at Guthrie, Okla.

In contrast to the first rally held there 25 years ago and attended by approximately 50 club members and leaders, the 1939 rally brought more than 500 farm boys and girls to the county seat for their annual 4-H Club achievement program.

A review of the growth of club work shows that in Logan County alone the organization has grown from a group of some 50 boys and girls enrolled in corn growing and tomato clubs in 1914 to an organization of 19 community 4-H Clubs, with more than 76 volunteer sponsors and a membership in excess of 500 farm youth 10 to 21 years of age, along with 3,500 former club members.

In addition to growing corn and canning tomatoes, these boys and girls may enroll in 20 different projects including livestock, crops, agricultural engineering, pastures, forestry, marketing, dairy, poultry, horticulture, bees, insect control, farm accounts, wildlife conservation, handicraft, rural electrifica-

tion, home membership, food preservation, food preparation, clothing, and health.

Not only is the work designed to promote efficiency in farming and homemaking, but the physical, educational, and spiritual development of the child is emphasized through special activities such as leadership training, health and appropriate-dress contests, team demonstrations, timely topics and recreational-training and judging schools. Good citizenship is stressed daily. Every 4-H Club meeting opens with the pledge of allegiance to the flag.

According to B. A. Pratt, State club agent, Logan County is a typical example of the rapid growth 4-H Club work is making in each of the 77 Oklahoma counties. Oklahoma now enjoys a membership of 64,000 farm boys and girls engaged in more than 121,000 4-H Club projects.

The State anniversary program was staged on the campus of the Oklahoma A. & M. College, Stillwater, June 1, climaxing the 1939 4-H Club round-up. The 10 high-scoring boys and 10 high-scoring girls from each county participated in the program.

A 4-H Community House...

was the result of an unusual but very practical plan worked out in St. Louis County, Mo., whereby a club was formed of all mothers in extension clubs whose 4-H Club daughters planned to enter the State university. A committee of mothers visited the university and looked up a home which was large and comfortable enough to accommodate their group. By placing all these girls in one house at Columbia, on a basis of cooperative housekeeping, and by furnishing certain foods from home, the mothers have been able to reduce living expenses for each girl to \$10 rent per month and \$7.50 additional for food supplies and incidentals.

In Oklahoma...

much emphasis has been placed on the home demonstration clubs providing some means for the care of small children during the club meetings. Jewel Graham, Logan County home demonstration agent, tells how this need is met in her county:

"While the problem of caring for small children during the home demonstration meeting is not directly in line with the adolescent studies, it nevertheless is an existing problem in many clubs. Beginning some years ago, Navina and Wynamit Clubs organized day nurseries and made provisions for club members to take turns keeping the nursery. Toys and games were provided, and, following the meeting, special refreshments were provided for the children. For example, if the adults were served doughnuts and coffee, the children were given ice cream and cookies or cocoa and cookies. Other clubs have followed the examples of the Navina and Wynamit Clubs."

A New Basis for Judging...

is working out very well at the Nevada 4-H fair, writes Florence S. Davis, district extension agent, Clark County, Nev. This fair is held during the early part of October and is the only one held in Clark County. Only 4-H Club exhibits are entered in the fair.

Judging in girls' 4-H work had always been done on individual articles, such as first prize for informal dress or laundry bag, until last year when the leaders' council decided to try the plan of La Salle County, Ill., as reported by V. D. Evans, county farm adviser in the June 1938 REVIEW, and judge the work of each boy and girl on his or her individual project. Each was to be judged on excellent, good, or fair basis, with a small cash award.

The boy had to have his pig or calf project and his record book to be eligible for a ribbon. Each girl had to have four articles

ONE WAY TO DO IT! Methods tried and found good

and her record book at the fair and was judged on the quality of all articles rather than on one or two. Her rating was excellent, good, or fair.

The judges commented very favorably on the system, and time for judging was cut in half. Each girl and boy received a ribbon and one girl said, "Next year I bet I work hard and get a blue ribbon." Club youngsters and leaders alike were in favor of continuing this system.

This year we hope to continue the ribbons for the best club or group exhibit and judge the same way, for each group tries a little harder to have an attractive exhibit when competing with a rival.

The "Dear Ann" Letters...

with their timely hints on health and homemaking, which Rural Health Specialist Lisbeth Macdonald sends to Connecticut homemakers each month, have an ever-widening "request" circulation. Judging from the enthusiastic responses of the women receiving them, these letters fill a definite need. The rapidly expanding mailing lists (an increase of 400 names in 1 year) indicate a contagious interest in the basic themes which are largely a cross section of the interests and problems of the average homemaker.

Miss Macdonald projects her philosophy of healthful living in a simple, direct, interesting style that makes it vividly possible to accompany her through her early experiences and her numerous travels. One can understand more readily how to meet family situations and, best of all, how to keep well and happy. Bits of verse and philosophy from the world's best literature—sometimes a favorite poem—bring comfort and appreciation to many people who yearn for this cultural phase. Last year, through these letters, "Lisbeth" gave "Ann" suggestions for adding to the comfort of the convalescent. Ingenious ideas they were too—such as how to make an ice cap out of a discarded tire, an improvised Kelly pad, bed table, and back rest. In other letters she touches upon health topics such as the importance of the early diagnosis of can-

cer, prevention of the common cold, immunization clinics to ward off contagious diseases, and dental clinics.

Local Hay Samples...

were used effectively as demonstration material in a dairy and forage school in Clallam County, Wash., by County Agent F. D. Yeager. About 35 individual samples were mounted in paper cartons easy to study as to appearance and quality. These samples were all taken from local farms. Alfalfa, clover mixed with grasses, oats, and peas, and some samples of wild hay taken at the time the hay was put into the mow or stack represented accurately the material as it came from the field.

A trained hay grader graded them according to U. S. standards which, in part at least, indicated their feeding value. In addition, some samples were sent to the experiment station at Puyallup to determine the exact percentage of digestible protein in the feed. Although it was not possible to have all of them analyzed, type samples make it relatively easy to compare other samples with them.

Leonard Hegnauer, extension agronomist, Washington, reports this interesting exhibit which he felt offered fine local material for use in forage and dairy schools.

A Stump Pusher...

powered by a Diesel engine is owned by the Bayfield County, Wis., agricultural committee to be used solely for clearing land, reports County Agent R. J. Holvenstot.

When work is done on private land, a charge of \$3.75 an hour is made. The remainder of the time the stump puller is used on land owned by the county.

To make use of the county tractor, residents of communities are required to contract for sufficient work to warrant moving the tractor. It is not moved into a community unless at least 100 hours of work are promised by the farmers concerned.

The cost of operating the stumping machine varies. For land covered with poplar and small green hardwood stumps, the cost may run as high as \$16 an acre. Bayfield County farmers are finding that the pusher will do the same work as dynamite at about one-seventh the cost.

As the tractor is equipped with a bulldozer, in addition to pushing out stumps the machine is used for removing large rocks, ditching, filling pot holes, and making roads between fields.

Enough work has already been contracted in Bayfield County to keep the machine busy for 2 or 3 years.

With 70 percent of the farms in the county inefficient because of the limited amount of land cropped, this cheap method of clearing land, it is thought, means much in increasing the cultivated land of these farms to a size which will more easily support a family.

Indiana Extension Grows Up

H. E. YOUNG, State Leader of Farmers' Institutes, Indiana

Nearly a half century ago, local farmers' institute chairmen in Indiana were astonished by the request of a young livestock instructor at Purdue University to supply a steer, pig, colt, horse, or sheep for public inspection and demonstration at institute sessions where he was scheduled to make a "speech." If the meeting place would not accommodate exhibition of animals, the instructor suggested that other nearby quarters be obtained. Oftentimes the local blacksmith shop provided the required space, and the lecture session was adjourned so that the folks might discover for themselves what "crazy" antics this youthful "professor" named Skinner might have up his sleeve.

Wherever this strange request was taken seriously, and animals and blacksmith shops were available, farmers soon found out that this young college instructor actually did know his livestock. His "speech" became an interesting and instructive demonstration of livestock characteristics and quality, with practical and useful suggestions about feeding, breeding, and care of farm animals. Thus, Instructor Skinner began "extension" work and came to be known as the "livestock expert" at Purdue, many years before the term "extension specialist" became generally used, much less understood and appreciated.

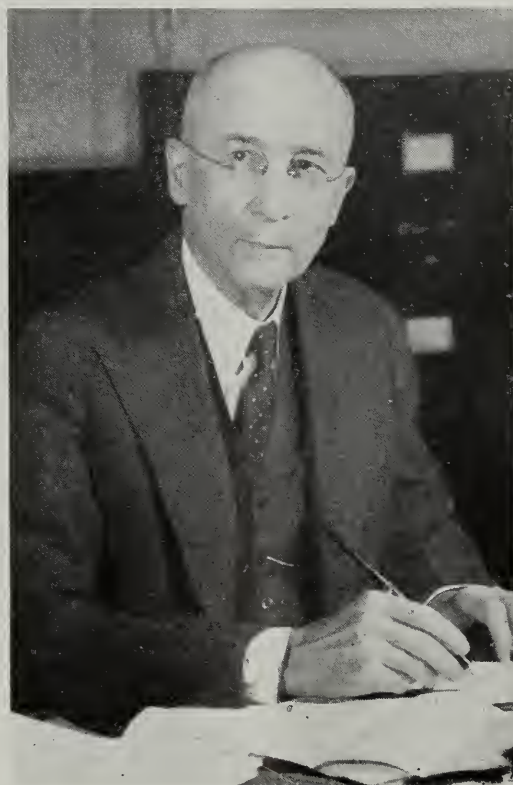
Since those initial livestock-judging demonstrations in connection with the pioneer farmers' institute work 40 years ago, Dr. Skinner's interest and intimate participation in agricultural extension education in Indiana has been continuous. His constructive influence on the early beginnings of extension activities in both agriculture and home economics and their subsequent growth and development down through the years has been of profound and permanent value.

Enrolled as a short-course student in agriculture at Purdue University during the winter of 1893, John Harrison Skinner, a typical Indiana farm boy, began the foundation of a noted and distinguished career of devoted service to Purdue University and, most conspicuous of all, to the permanent improvement of agriculture and rural home life throughout the State and Nation.

In September of that same year, he entered the 4-year agricultural course, graduating with honors in June 1897. For the next 2½ years he was associated with his father in the active management of the home farm 12 miles from the university, in Tippecanoe County. In 1899, he was appointed assistant agriculturist at Purdue, a position from which he resigned in 1901 to accept an instructorship in animal husbandry at the University of Illinois. He was recalled to Purdue in 1902 as asso-

ciate professor of animal husbandry and head of the animal husbandry department. Five years later, in 1907, he was appointed the first dean of the school of agriculture at Purdue University.

In 1928, the three agricultural departments of Purdue University—the school of agriculture, the experiment station, and the department of agricultural extension—were united under one administration; and Dean Skinner



J. H. Skinner.

was chosen as the administrative head of all the agricultural activities at the university. Since that date he continued to serve in this important capacity of dean and director until his retirement from university work July 1, 1939.

During his life work at Purdue, Dr. Skinner became widely known as a livestock authority. He was instrumental in the organization of the Indiana Livestock Breeders' Association, the Cattle Feeders' Association, and the Draft Horse Association; he was largely responsible for the enactment of the Indiana feed law and the Indiana stallion-enrollment law, and was active in helping to obtain adequate State legislation establishing and maintaining State agricultural extension work as provided under the Maish Act and the Clore law. The degree of doctor of agriculture was conferred

upon him by the Michigan State College in 1935.

Under Dean Skinner, the Purdue School of Agriculture has grown from infancy into maturity and unsurpassed ranking of academic standing and efficiency among the leading agricultural colleges of the world. From very limited farm-land acreage, a few old buildings, and a few head of ordinary livestock, the university farms, experimental fields, and purebred herds and flocks have developed into a vast educational plant of State and national distinction. In student instruction, scientific research, and all lines of agricultural experiment station work, Purdue's facilities and records have been equally efficient and extensive under Director Skinner's administration.

Extension activities and achievements in Indiana have likewise greatly increased during the last decade. County agents are now employed in each of the 92 counties of the State. There are 20 assistant county agents, 45 home demonstration agents, 40 part-time 4-H club agents who serve during the summer months in all counties that do not have assistant county agents or home demonstration agents, and a department staff of 63 extension specialists.

Throughout his 37 years of continuous service at Purdue University, Dean and Director Skinner has contributed much to the advancement and progress of agriculture through his work as a teacher, an investigator, and as an extension executive and administrator. His thorough preparedness, wide experience in practical and scientific agriculture, sympathetic interest in and understanding of rural conditions and people and their problems, and his devotion and loyalty to purpose enabled him to formulate and successfully execute his very definite fundamental ideas as to the aims and functions of Purdue University in the establishment and permanent development of agricultural teaching, experimental research, and extension education.

In his voluntary retirement from active university duties, Dr. Skinner completes a life's work dedicated to the betterment of Indiana agriculture.

Post Office Department Commends

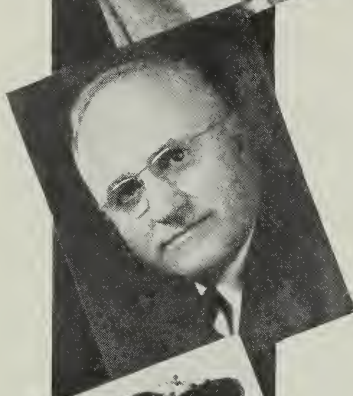
The account of how J. D. Wood, county agent, Franklin County, Ala., entertained the postmaster and rural carriers of his county, which appeared in the August issue of the REVIEW interested J. W. Cole, Acting Second Assistant Postmaster General in charge of rural mails. He wrote to Director Warburton: "It would seem that the holding of such a meeting should result in better cooperation between county extension agents and employees of the Postal Service and be productive of much good."

Who's Who Among the First Agents

Brief Sketches of Quarter-Century Pioneers



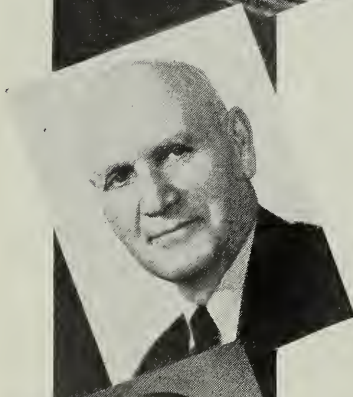
M. O. Pence.



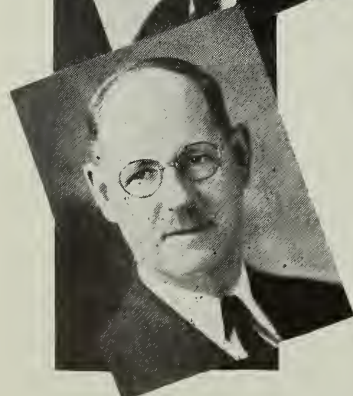
W. E. Morris.



Virginia P. Moore.



J. C. Hogenson.



Roy Jones.

■ On March 1, 1939, M. O. Pence, associate in agronomy, department of agricultural extension, Indiana, completed 26 years of service in agricultural extension work.

He was born and reared on a farm near Converse, Ind., and graduated from the local high school. After spending 3 years on the farm, he attended Purdue University. He was graduated in 1911, having specialized in agronomy. He did graduate work at Cornell University and obtained his M. S. degree from the University of Delaware in 1925. During the World War he was appointed chairman of the Delaware Farm Labor Board by the Governor of Delaware.

In September 1911, Mr. Pence was appointed to do extension work at Delaware College, following the passage of a special act of the State legislature providing for extension work in agronomy and horticulture.

Following the passage of the Smith-Lever Act, he was appointed county agent in Kent County Del., September 1914. As Kent County agent the first alfalfa tour in the State was held in 1915, and the first corn club and canning club were organized the same year. Demonstrations of the value of nitrogen in rejuvenating old peach orchards and in top-dressing wheat were conducted in 1915.

In 1917, he was appointed assistant county agent leader and county agent of New Castle County, and later county agent leader and farm management demonstrator.

With the assistance of county agents, Mr. Pence conducted farm-management surveys in the various type-of-farming areas. These surveys were used in developing sound systems of community and county programs of work. Mr. Pence promoted the growing of soybeans and obtained the Wilson variety from the college farm. Seed of this variety was sent out in small lots and multiplied on a number of farms. Soon Delaware became the leading soybean seed-producing State in the East, and Sussex County became the most intensive soybean-producing county in the United States. He introduced certified seed potatoes into Delaware, which greatly increased yields and reduced losses from disease which occurred from the use of home-grown seed. He also demonstrated the use of lespedeza and introduced Korean lespedeza which since has become a valuable legume on the thinner soils that are too acid to grow other legumes.

In January 1925, Mr. Pence was appointed extension agronomist at Purdue University, which position he still holds. During the time spent at Purdue he has been active in the promotion of increased production of

legumes, particularly alfalfa. He has served as chairman of the Five-acre Corn Club which is known throughout the country for the outstanding achievements of Indiana growers who hold the world records in corn yields. He has been active in the promotion of variety tests of oats, wheat, and legumes in order to introduce more rapidly new crop varieties to farmers of the State.

■ On August 13, 1913, W. E. Morris, extension animal husbandman in Minnesota, began county agent work in Renville County, Minn., after teaching for 2 years in the La Crosse County, Wis., school of agriculture and working in the dairy department of the University of Wisconsin.

As county agent, he placed major emphasis on livestock and its related problems. Renville County is today proud of the 10 cooperative livestock-shipping associations which he organized there. He organized and supervised hog cholera control demonstrations, and in 1914, Renville County was designated by the United States Department of Agriculture as a special demonstration county. A staff of Federal veterinarians was located there. Out in the county extension service, Mr. Morris laid the foundation for a local understanding that has proved helpful to him in later work as an extension specialist in animal husbandry. He has served in that capacity from 1918 until the present time.

Not content to confine himself to his required duties, Mr. Morris was granted the master's degree in animal husbandry by the University of Minnesota in 1931. In 1927, he was secretary of the extension section of the American Society of Animal Production, and in 1938 he was chairman of that section. His expert ability as a livestock judge in Minnesota has gained him many of the thousands of friends that are his throughout the entire State.

■ Extension work, particularly with girls and women, has come a long way in 25 years. Awkward, gawky, poorly dressed girls and boys constituted the popular conception of rural sections 25 years ago. Now the girls from the country wear as modern, neat, and attractive—sometimes more sensible—clothing as their urban cousins. The avidity for learning of the rural boy and girl of 25 years ago has turned them into well-mannered, well-grounded, intelligent citizens who are a credit to any community.

Of the country myself, I had the rare privilege of sitting at the feet of the great in the early part of this century, of being a part in the development of educational programs, and assisting in obtaining educational facilities for the vast group of rural young people. It was my good fortune to be associated with P. P. Claxton, later United States Commissioner of Education. I also came in contact with Dr. Seaman A. Knapp who was then

bringing to life his dreams of an agency to aid rural people by demonstrating to them, with Senator Hoke Smith, who was to sponsor the Smith-Lever Act; and with many other leading figures of that and a later day.

In the early demonstrations I gave in canning, I often had more men than women present. Women were not in the habit of getting out. They were a resigned, hard-working class, with a dull, hopeless look and a certain pride in feeling "porely" most of the time. But this new work, with a vitalized program of abundant life, has given farm women better health, more leisure, more income, more knowledge, and more enjoyment.—*Virginia P. Moore, home improvement specialist, Florida.*

■ J. C. Hogenson, extension agronomist at the Utah State Agricultural College, began his extension career in 1911 when the work was organized as a separate department of the college. In 1913, he became State leader of boys' and girls' 4-H club work for Utah and was instrumental in pioneering this work so that it was organized on a firm, practical basis.

In 1919, he was put in charge of farmers' institutes; and in 1921, when extension specialists were first employed in the State, he was named extension agronomist, which position he still holds.

During his 28 years of extension work he has used many means of transportation from horseback to the automobile. He has changed his methods of teaching, to keep up with the times, from individual contest to organized group participation. He has been able to standardize many of the cereal and leguminous crops of the State so that now only those best adapted are grown. He has been instrumental in sponsoring the organization of a State crop improvement association which is now functioning in practically all counties in the State.

Weed control work, one of the big agronomic problems in Utah, is well organized, and a large majority of the farmers have been made weed-conscious through his efforts.

During his period of extension activity, Professor Hogenson has had the privilege of working in every community in the State and has the reputation of knowing every turn in every road. He is a lover of nature and the great out-of-doors, and probably knows the State, and its soils and crops problems better than any other man.

■ Roy Jones grew up on a small farm in New Hampshire. He majored in poultry at the University of Maine, going to the Storrs Agricultural Experiment Station in Connecticut in 1912. A part of his first work had to do with the then pressing problems of control of pulorum disease. In addition to his work with the experiment station, he did itinerant work among poultrymen of the State. He was ap-

pointed as the State's first poultry extension specialist in the spring of 1914.

At the time Mr. Jones started his long career as poultry extension specialist, poultry keeping in Connecticut was largely a side line for men and a pin-money enterprise for women. The annual value of poultry products was about 2½ million dollars. There were not more than 2 farms keeping 1,000 birds or more in 1914. In 1919, there were only 10 farms with 1,000 birds. Today there are more than 400 farms with more than 1,000 birds, several with more than 10,000, and, in addition, many broiler and turkey farms.

The hatchery business also has been a development of the past 25 years. The value of poultry products in Connecticut since 1914 has more than tripled, so that poultry as an important agricultural enterprise in Connecticut today stands second only to dairying.

All through the years Mr. Jones has worked hand in glove with the experiment station forces in helping to carry current findings in poultry-disease work to the poultrymen of the State and in helping to work out practical methods of making experiment station findings usable in a commercial way.

Mr. Jones has been more responsible for the development of the poultry industry in Connecticut than has any other one individual. To most poultrymen in Connecticut his words are like Bible truths. He has written many bulletins and written much for the press. The demands for his services today to speak, to write, or for counsel, within Connecticut and in other States, are greater than ever before.

■ On March 10, 1911, Dora Dee Walker took the oath of office as a collaborator for tomato club work in Barnwell County, S. C. Her club enrollment was 127 girls. Each girl planted one-tenth acre of tomatoes, and cultivated and pruned them. Their new work culminated in July and August of that year with thousands of cans of tomatoes. In 1912 and 1913 the work kept expanding; the growing of all vegetables was added. Fruits and vegetables were canned, and sweets and condiments were prepared. Bread clubs were organized, and poultry clubs were added in 1913. During those years her work was supported by the General Board of Education through the United States Department of Agriculture.

In November 1914 she was promoted to assistant State agent and production and conservation specialist under the Smith-Lever Act.

In 1915, Mrs. Walker was sent out over the State to organize women's clubs in every county.

It was through her that there were created in the rural districts of the State thousands of beautiful home, church, and school grounds; community centers; parks; and boulevards, which, as she phrases it, "help rural people to live on a higher plane and to see life through a different lens."

4-H Fire Fighters in New Hampshire

Nearly 1,000 of New Hampshire's rural youths stand ready today to aid in the prevention of forest fires in the State's hurricane-battered woodlands. With bicycle patrols making their rounds of critical points, with youths on guard at newly made lookout towers, and with others conducting a safety campaign among tourists and campers, these boys are doing their bit to save the Granite State from a disaster far worse than last September's hurricane.

The 1,000 youths, all members of the 4-H Forest Rangers, are organized into patrols which work with town fire wardens, district fire chiefs, and 4-H club agents.

The State forestry department has furnished the rangers with attractive green-and-white arm bands and patrol leader badges to wear while on duty. Patrols of forest rangers have been formed in every county of the State. One Hillsboro County fire warden tells of a bush fire that was reported by 10 different 4-H forest rangers. Fire lookout towers have been erected in areas where there are no regular Forest Service towers. From these lookouts, ranger patrols will watch for fires. On special week-ends patrols will be on duty at the towers.

Although the younger members of the 4-H Forest Rangers will do no actual fire fighting, rangers over 16 may join special patrols and aid in fire fighting, under the direction of the district fire chief.

Membership in the 4-H Forest Rangers is not limited to 4-H members but is open to every rural youth over 12 years of age. Club leaders in all counties have reported an enthusiastic reception of the plan by the young people in their district.

The 4-H Forest Rangers' program in each county was started with a conference of the 4-H Club agent and district fire chief to discuss the plan of action and to designate the towns and communities where there is the greatest danger from fire and need for a prevention program.

The 4-H agent then found a group leader for each of the groups in his county. In many cases the local fire warden or deputy fire warden has accepted the position as leader or chief of the local ranger group.

At the first mobilization meeting of a local forest ranger group, the boys and their leaders discuss the local situation and need of fire protection, using a map to spot the most hazardous areas. Plans are also made for a system of lookouts, bicycle patrols, locating and reporting fires, and a plan for warning tourists and campers by handing out flyers.

Future meetings of the ranger groups will consist of practice patrol work in order that they may be prepared when an actual need arises. Hillsboro County with 15 groups and more than 250 members leads all counties in membership.

County Progress Exhibits Win Praise at State Fair

The twentieth century march of progress in agriculture, education, and industry was displayed graphically by county progress exhibits made for the first time in North Carolina at the State fair at Raleigh last fall. The booths were arranged by groups from Davidson, Cleveland, Caldwell and Edgecombe Counties.

The close interrelation and balance of these three fields of endeavor and how each helps to stimulate the growth in the others was the keynote of the exhibits, said Frank H. Jeter, extension editor, who had charge of the county progress department.

Cooperating in preparing the booths were agricultural extension workers, vocational agriculture and home economics teachers, representatives of industry, the public schools, and the grange.

First prize of \$750 cash went to Davidson County which featured the balance of industry and the diversification of agriculture in a well-planned booth with models of farmsteads, school buildings, factories, and business houses in a town. Rural electrification was delineated by miniature power lines connecting the different models in the exhibit.

Among the miniature buildings constructed according to an accurate scale were furniture factories, cotton mills, a bank, a creamery, a grange house, and a consolidated rural school. Small dolls and tiny dresses, hardware articles, bolts of cloth, and other less than "pint-size" goods filled the show windows in the model stores.

Attention was called to the fact that in Davidson County are 3,641 farms supporting 20,000 of the county's total of 45,000 people. On these farms, 6,200 acres have been terraced to check erosion; 945,329 trees have been planted; 428 acres of pasture have been seeded; 8,530 acres have been placed under improved crop rotations; 1,224 acres are being strip-cropped, and 5,316 acres are being tilled on the contour to check erosion of the soil during heavy rains.

The small power lines illustrated the 225 miles of rural electric lines that carry electricity to 2,250 farm homes of the county.

Models of furniture, shirts, overalls, and other industrial products were displayed along with agricultural products such as tobacco, cotton, corn, dairy products, poultry products, wheat, sweetpotatoes, rye, oats, hays, feeds, Irish potatoes, and pork. Also shown were dresses and foods prepared by home economics students in the consolidated schools.

The Davidson County exhibit was prepared by H. G. Early, of the Thomasville Orphanage and master of the local Pomona Grange; A. N. Harrell, assistant farm agent, and Mrs. Harrell. These people had the cooperation of

county vocational and home economic teachers.

Second prize of \$500 was awarded to Cleveland County for its booth featuring agriculture, industry, schools, and churches, with model buildings and displays of agricultural and industrial products. The balance between agriculture and industry was shown by a comparison of the annual industrial pay roll of \$4,500,000 with the annual farm income of \$4,000,000. In the county are 5,180 farms, and on industrial pay rolls are 6,500 workers.

The exhibit was designed to appeal to the ear as well as to the eye. A phonograph record and an amplifier were used to call attention to the advantages of Cleveland County located in the upper piedmont section of the State and the largest cotton-producing county in North Carolina.

A moving belt at times appeared as a highway down which miniature cars traveled. At other times it was a railway track on which a train rolled by farms, factories, and towns. On the cars of the train, signs pointed out that Cleveland County is noted for its famous citizens, good roads, good government, schools, and churches, and its income from farming and manufacturing.

The Cleveland County exhibit was arranged by John S. Wilkins, farm agent; Hilda Sutton, home agent; and Henry P. Russell, scenery designer, with the cooperation of local industrial and school leaders.

Caldwell County won the \$300 third-place award with a display featuring "The Brightest Spot in Dixie," as the county has been termed in recognition of its outstanding achievements in rural electrification.

Of every 100 homes in the county 82 have been provided with electric lights and power by the Caldwell Mutual Corporation with the aid of the Rural Electrification Administration. In taking power to the 3,000 homes now served, transformers were sometimes "snaked" over mountain passes by oxen when homes had to be reached in places where wagons could not go.

Models of school buildings and displays of agricultural and industrial products were also displayed prominently, special attention being called to the 15 modern consolidated schools in the county today as compared with the former one-teacher schools of 30 years ago.

The 13 home-demonstration clubs of the county with 285 farm-women members, and the 22 girls' 4-H clubs with 580 members, and the county library with 24 book stations scattered over the rural districts were also emphasized along with furniture, glass, cordage, and other industrial and agricultural

products. The exhibit was arranged by O. R. Carrithers, farm agent, and G. C. Courtney, Jr., secretary of the Lenoir Board of Trade, assisted by Atha Culberson, home agent.

"The Best-Balanced County in a Balanced State" was the theme of the Edgecombe County exhibit which won fourth prize money of \$200. Twenty-five years of progress were illustrated, equal weight being given to agriculture and industry balanced across the fulcrum of education.

Various agricultural and industrial products were shown, and comparisons drawn between the yields and quality of farm products 25 years ago and those of today. Models of schools, factories, and a farmstead added a note of reality to the booth. A miniature power plant was set up with wires running to other parts of the booth to light up the different displays.

A picture showed the Tarboro milk plant, the only municipally owned milk plant in America; and figures were given to point out the progress in public health work. Twenty-five years ago there were no public clinics. Last year 45 clinics were held; 7,362 patients were treated, and 7,203 others were examined.

The exhibit was arranged by H. E. Alphin, assistant farm agent, assisted by 4-H club boys and Mrs. Eugenia Van Landingham, home agent.

Community Improvement

The Ideal Home Builders, home demonstration clubwomen of Pawnee County, Kans., made cement grave markers and placed them at all unmarked graves in the Ash Valley Cemetery. The women and their husbands met on two different days at the home of one of the club members and made 41 lettered markers at a total cost of 45 cents each. The cemetery board financed the work. In the early spring the group met again and placed the markers in the cemetery.

ON THE CALENDAR

Twenty-third Annual Eastern States Exposition, Springfield, Mass., September 17-23.

National Dairy Show, San Francisco, Calif., October 21-30.

Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14-16.

Convention of National Grange, Peoria, Ill., November 20-25.

American Society of Agronomy and the Soil Science Society of America, New Orleans, La., November 22-24.

National 4-H Club Congress, Chicago, Ill., December 2-9.

Publicity

There is spirited competition in the publicity of the 16 home demonstration clubs of Daviess County, Ky. For the last few years the clubs have competed in a publicity contest. Each club secretary acts as publicity chairman for her club, and it is her duty to write up each activity and keep a scrapbook of the clippings to present at the annual meeting when the news items are measured in inches.

Last year the county publicity chairman gave her annual publicity report in a most novel manner. It was given in the form of a streamline train, drawn large enough for the audience to see from the stage. The engine had the home agent's phone number to represent the number of the engine. Each club had a coach in the train with the year's number of publicity inches marked on it. The 16 clubs had a total of 353 inches. A number of the clubs had at least one piece of publicity each month. The last coach represented a special car with all publicity pertaining to the program marked with the total number of inches of publicity and pictures of State specialists, leaders, and speakers pasted in the windows.—*Venice Lovelady, county home demonstration agent, Daviess County, Ky.*

To See Is to Remember

Any success obtained in landscape extension work in the last 12 years has resulted largely from the use of illustrative and demonstrational material through the use of my so-called "built-up" lectures and colored slides.

I have made three different "built-up" lectures during this time. They are made on a frame 4 by 5 feet in size which can be folded up to make a carrying case. An area 2½ by 2½ feet is covered with a stretched cotton flannel painted to represent the lawn and distant background, and a green band of stronger material about this resembles a frame. The house, other farm buildings, shrubs, flowers, and trees are painted on separate pieces that can be placed on the background in their proper places to form a farm home before and after it has been landscaped.

This makes a spectacular lecture, intensely interesting, and provides an ideal way to teach my subject for, as the Chinese say, "A person absorbs 7 times as much by the eye as by the ear." I have given at least 150 lectures each year and have never talked to a group more than 15 minutes without using illustrative material.

In the last few years I have been using colored slides to illustrate my lectures, having taken more than 1,000 pictures in the last 2 years with my camera, from which I have made 650 slides. These slides form the basis for at least 5 different lectures. I could not get along without the colored slides, and for my purpose they are much better than motion pictures.—*O. I. Gregg, landscape extension specialist, Michigan.*



This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents. Letters should be kept short—about 200 words.



For the Welfare of the People

Rural sociology in practical application is frequently interpreted so broadly that it includes all functions of the Extension Service, the church, the school, and the whole Government as well. On the other hand, rural sociology is often the name given to work of only superficial nature such as music contests, dramatic tournaments, and other social activities, which are superficial and of uncertain value when promoted as activities relatively disassociated from their real significance in the lives of people.

The time has come for all extension workers, including those whose subject matter is group management, to build a program stimulating and helpful to individuals and groups for themselves and also for the general welfare of all. The newer aim is not music for the sake of a State contest, but music for what it does to the people of a State over a period of time, during which they develop a habitual indulgence in fine music. We should grow alfalfa not for a State quota of acres, or, for that matter, for what it does to cows, but for what it does for the living standards of people whose incomes are a little better because of what it does to cows.

Here, also, not incomes for their intrinsic value but incomes for what they enable people to have of health, education, and leisure when that leisure enriches life rather than confuses it.

Thus 20 loads of manure to the acre, superphosphate in the gutter, foundation garments that fit, community sings, water carnivals, and community cooperation of many kinds have one common end—the welfare of people.—*P. F. Ayer, extension specialist in rural organization and recreation, New Hampshire.*

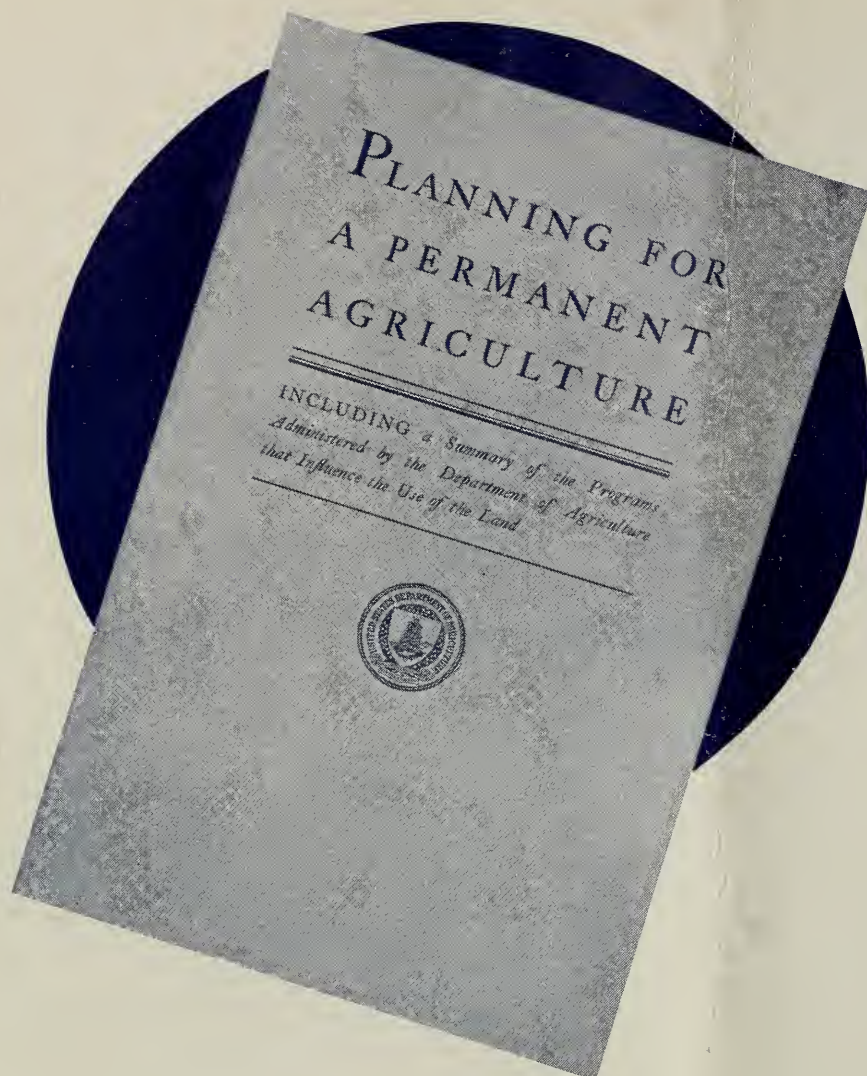
Defines Land Use Planning

To better meet new and greatly expanded problems, much intelligent work has been done and much has been accomplished in extension-program planning; but, unfortunately, too often we have been dealing only with a means to an end rather than an ultimate end itself. The next and vastly more important step will be agricultural or land use planning, an activity which presents the greatest challenge and with it the greatest opportunity to be of permanent good to agriculture since the inception of extension work. It is an activity so broad in its concept, so inclusive in its scope, that to specifically define it is difficult. In fact, many extension workers have felt that an inclusive definition might not be possible, but for the sake of a start may we not attempt a definition as follows? *Planning for an economical and permanent land use is the process of taking an inventory of what the land, human, and natural resources were, now are, and what they will or should be, including a thorough analysis of how and by what means they might be influenced by human activity.*

If successful, it will not be an overhead activity handed down from Washington or the State but will be born, if not conceived, out in the county and in the rural community. It will be understood, planned, and executed by the American farmer and homemaker, guided and aided by the county extension agent and others in position to furnish information or otherwise help.—*R. E. Bodley, county agent leader, Montana.*

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HERE is a publication designed to give community and county planning committeemen needed information about land use programs authorized by the Congress.

WHAT ARE THE OBJECTIVES OF THE LAND USE PROGRAMS?

WHY DID THE CONGRESS PROVIDE FOR THESE PROGRAMS?

HOW ARE THE PROGRAMS ADMINISTERED?

HOW DO THE AUTHORITIES SUPPLEMENT EACH OTHER?

HOW DO THE NEW PLANNING PROCEDURES HELP TO MAKE NATIONAL PUBLIC PROGRAMS AND COMMUNITY PROGRAMS MEET ON COMMON GROUNDS?

The Department has endeavored to answer some of these questions in Planning for a Permanent Agriculture, Miscellaneous Publication 351. Supplies of this publication may be obtained through your State extension director.

EXTENSION SERVICE • U. S. DEPARTMENT OF AGRICULTURE
